



I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

November 7, 2006

Date Mailed

Gigi Hoover

Name

*Gigi Hoover*

Signature

November 7, 2006

Date

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jay H. Connelly

Serial No.: 09/882,090

Filed: June 15, 2001

For: METHODS AND APPARATUS  
FOR PROVIDING RANKING  
FEEDBACK FOR CONTENT IN  
A BROADCAST SYSTEM

Docket No.: 42P11862

Examiner: Yimam, Harun M

Art Unit: 2623

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

### AMENDMENT AND RESPONSE UNDER (37 C.F.R. § 1.111)

Dear Examiner:

This amendment is submitted in response to the Office Action mailed July 13, 2006, for the above-noted patent application.

Applicants respectfully request that the Patent and Trademark Office ("PTO"):

1. Please enter the amendments to the claims in section I, beginning on page 2.
2. Please consider the amendments to the claims in section I in view of the remarks in section II, beginning on page 20.